Norman Rockwell

"The Cobbler"

The 1978 issue in The Rockwell Heritage Collection. Diameter: 8½"

ROCKWELL SOCIETY OF AMERICA
NON-PROFIT
OFFICIAL
CORPORATE SEAL

The official seal of the Rockwell Society of America will be fired into the back of each plate to certify that it is a genuine "Rockwell classic."

"The Cobbler"

"Rockwell's ability to relate simple yet significant moments in such a warm, human way is what makes him the best-loved artist of our day."

Nearly sixty years ago, Norman Rockwell painted a scene rarely found today. The old cobbler, venerable symbol of individuality and pride of craftsmanship, is now just a fading memory of American life as it used to be.

With a few simple tools and his lap for a workbench, he performed small miracles with worn shoes and bits of leather. No repair was too complicated nor too insignificant. The cobbler was kindly, attentive, and patient, and as the little girl in Rockwell's painting knows, he would fix even a torn doll's shoe with painstaking care.

Fellow artist and critic Wes Galitz says, "'The Cobbler' is an example of early Rockwell at his best. Already apparent is a Rockwell trademark — the precise focal point, in this case the doll's shoe, around which the story of the painting revolves. The girl stares at it intently, waiting for the cobbler to work his magic. The old craftsman also eyes the tiny shoe — so deftly juxtaposed with the full-size boot on his lap — and ponders his task.

"It is the cobbler's studious concern which completes this delightful image. Rockwell clearly understands the subtle relationships between the very old and the very young, and he has painted 'The Cobbler' in a way which emphasizes how careful the old man is not to make the young girl's problem seem unimportant. Rockwell's ability to relate simple yet significant moments in such a warm, human way is what makes him the best-loved artist of our day."

Sadly, few cobblers have survived automation and the rapid pace of contemporary life. Factories turn out shoes by the thousands, and the independent shoemaker has been forced to close his shop. Fortunately however, Rockwell's cobbler will remain with us forever, providing a cherished glimpse into our past.

"The Cobbler" belongs to all of us — it is a small but meaningful part of disappearing America and a particularly appropriate choice for the 1978 issue in The Rockwell Heritage Collection.

A Rare Opportunity to Own the Historic 1978 Issue in an Unparalleled Chronicle of American Life

No other artist in history has captured American life with the perceptiveness of Norman Rockwell. His insight into the essential spirit and character of our nation, along with his unique blend of humor and realism, have made him the best-known and best-loved American painter of all time.

Now collectors have an opportunity to own a numbered limited-edition collector's plate in full color celebrating Norman Rockwell's panoramic portrayal of our changing country and ourselves throughout the more than six decades of his career.

"The Cobbler," the 1978 issue in The Rockwell Heritage Collection, will be available only in the limited number that can be produced during a single issue period ending forever in 1978, despite the fact that millions of his admirers may wish to own this rare example of his early genius, preserved forever in fine china bearing the honored name of Knowles.*

The Rockwell Heritage Collection is sponsored by the Rockwell Society of America, the only organization in the United States solely devoted to the study and appreciation of the works of Norman Rockwell. The Society's seal will be fired into the back of each plate, certifying "The Cobbler" as a "true classic" by America's foremost artist.

Unfortunately, such a historic plate becomes scarce almost as soon as it reaches the collector's market. To discourage speculation and profiteering, an unusual restriction has been set: no individual (collector) may purchase more than two (2) plates on the primary retail market at the original issue price of $19.50.

Until the edition is sold out, collectors will have the opportunity to participate in a major artistic event: the issuance of "The Cobbler," the 1978 plate in the first collection to recognize the true historic importance of the body of Norman Rockwell's work.

*Public availability will apply only to that portion of the edition not under prior subscription by museums of national prominence and current members of the Rockwell Society of America.